

Help Us Solve the Cruel Mystery™

Join the fight to end lupus and
stop its brutal impact.



MAY IS LUPUS AWARENESS MONTH!

POP Promotion Ideas

THE BASICS

- Tell your friends, family, coworkers, and employer about this awareness event and ask them to join in by wearing the color purple or a lupus t-shirt on **Friday, May 17th**.
- Consider organizing an office-wide or company-wide campaign.
- Wear **Purple** proudly and don't be afraid to tell people why you are!
- Take pictures of your participation and share with us at info@lupustristate.org.
 - Also share them on our facebook page at www.facebook.com/lupustristate and on Twitter @lupustristate using hashtag #**PutOnPurple**

GET THE WORD OUT

- Tell all your friends, family, co-workers and neighbors about **Put On Purple** Day.
- Send letters, emails, facebook or twitter messages to everyone you know announcing your commitment. Invite them to join you!
- Asking someone in person is still one of the most effective ways to recruit someone. If possible, letters and emails should always be followed up with a phone call.

GET COMPANY SUPPORT

- Ask the highest-ranking person in your company or group to send out an endorsement memo announcing that he/she is participating and asking others to do so as well.
- Talk with Human Resources or Wellness/ Community Relations for assistance in recruitment efforts.
- Drop a **Put On Purple** flier on everyone's desk and hang a copy in the break rooms.
- See if the company will underwrite the cost of t-shirts for everyone who participates.

DISPLAY POSTERS AND PLEDGE FORMS

- Display **Put On Purple** fliers in central locations and high-traffic areas at work. Write the coordinator's name and contact info on the fliers to anyone with questions or is interested in participating.
- Display a large poster that tracks the group's efforts towards their participation recruitment goal.
- Display Participation Pledge Forms in accessible areas to create positive peer pressure and encourage others.

NEWSLETTERS

- If your company/ community organization sends out newsletters, ask them to include an article. List the names of those who have agreed to participate and include your name and contact information if they have questions.
- Use the **Put On Purple** Lupus Fact Sheet to share some facts about lupus with those in your company.

HOST A PARTY/EVENT

- Host a party on **Put On Purple** Day for those who participate. Perhaps a breakfast, lunch, or something special like an ice cream social.
- Consider doing a Lunch & Learn on that day and do a presentation on lupus.
- Hold a fundraiser on **Put On Purple** Day to benefit the Lupus Foundation of America, Philadelphia Tri-State Chapter. If you have a **Walk to End Lupus Now** team, this is a great opportunity to raise funds for your walk team.

MAKE IT PERSONAL

- Share your own “This is why I **Put On Purple**” story with potential participants. If other members have a particularly powerful story, ask them if you can share their story as well.

MAKE IT FUN

- Hook them with fun and then connect them to the cause. If people have fun, you will increase your participation!
- Don’t underestimate the effect of camaraderie. People like to belong to something and be a part of a community. If they see that you have a real commitment, they will be attracted to it.